

B.Pharm. Fourth Semester (C.B.S.) Examination
PHARMACEUTICAL MANAGEMENT

Paper—6

Time : Three Hours]

[Maximum Marks : 80

N.B. :— (1) Question No. 1 is compulsory.

(2) Solve any **FOUR** questions from remaining.

(3) Draw neat labeled diagram wherever necessary.

1. Solve any **FIVE** of the following :
 - (a) Define Management. Give principles of management.
 - (b) What are essential qualities of successful salesman ?
 - (c) Write in short different laws of demand and supply.
 - (d) Explain in short principles of insurance.
 - (e) What are functions of pharmaceutical marketing ?
 - (f) Discuss in short about double entry book keeping.
 - (g) Write various instruments of human skill evaluation. 5×4=20
2. What are basic principles of materials management ? Explain importance and different techniques of inventory control. 15
3. Discuss primary and secondary functions of management. 15
4. Give functions of production management. Explain importance of factory location, location, layout, production planning in production of pharmaceuticals. 15
5. (a) Describe procedures of importing and exporting of goods. 8
 (b) Discuss in detail various channels of distribution. 7
6. (a) Explain functions of personnel management. Explain in detail various sources of recruitment. 8
 (b) What is advertisement ? Give objectives of advertisement and discuss different types of media of advertisement. 7
7. Write short notes on (any **TWO**) :
 - (a) Sales promotion
 - (b) Balance Sheet
 - (c) Good manufacturing practices. 15